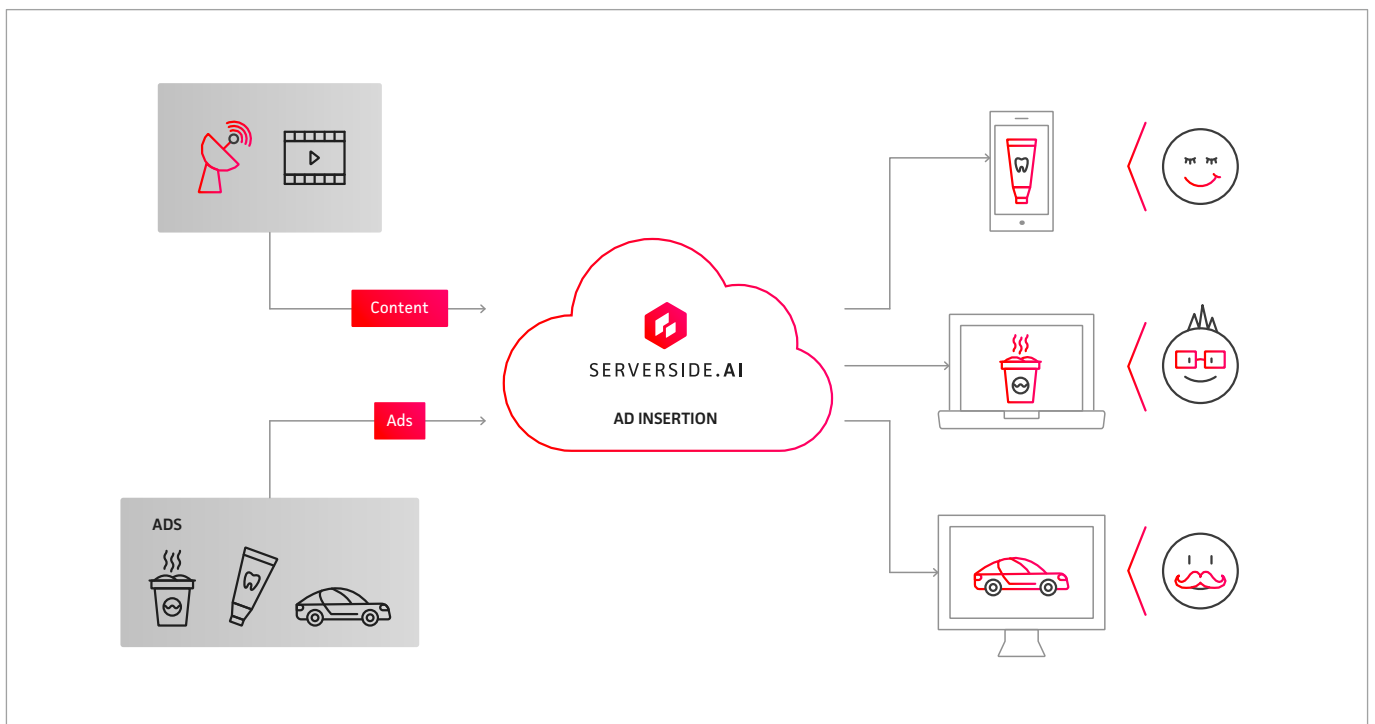
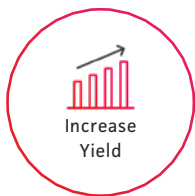
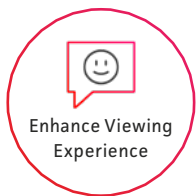
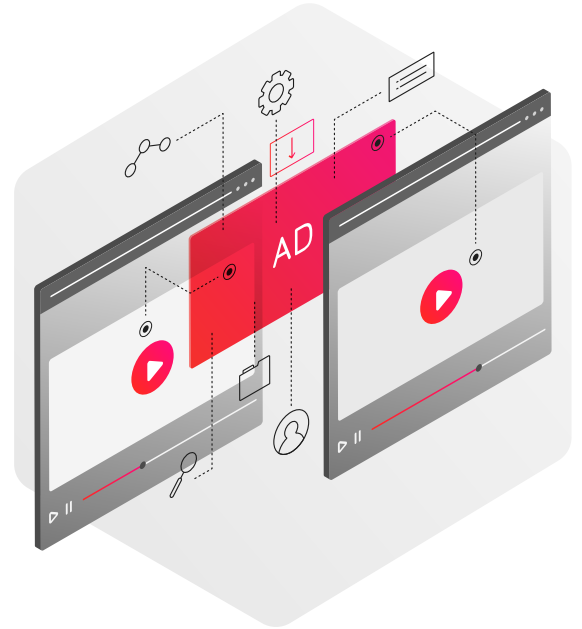



# Monetizing Video Streaming

With Server-Side Ad Insertion you deliver video ads like on TV, just personalized







Our Ad-Insertion technology inserts ads dynamically into video content.

Serverside.ai is a cloud-based Software-as-a-Service. It allows a buffer-less transition from content – to ad – back to content in your streaming environment delivering a personalized broadcast TV experience across devices. This provides media owners and video publishers more usage with better ad-viewing completion and higher return on ad-revenues due to precise targeting.



 Start your trial today on **SERVERSIDE.AI**

## Features Overview

	<p><b>Dynamic Ad-Insertion</b></p> <p>Replace broadcast ad-breaks with addressable OTT Ads</p> <p>Insert ads into Live-Linear TV and VOD streams</p>		<p><b>Consistent User Experience</b></p> <p>Supports DASH and HLS for Live, VOD and OTT Channels</p> <p>Individualized Streaming to all IP devices</p>
	<p><b>Precise Ad Targeting</b></p> <p>Target User-Segments to personalize streams One-to-One</p> <p>Connected with Top Tier Supply Side Platforms and Ad-Servers</p>		<p><b>Real Time Analytics</b></p> <p>Get Reports about Content Popularity, Viewer Engagement and Campaign Performance</p> <p>24-7 Logging and Service Monitorin</p>
	<p><b>Scales for Large Audiences</b></p> <p>Cloud-native solution hosted in Microsoft Azure</p> <p>Service orchestration is realized through Kubernetes and allows scaling on demand</p>		<p><b>VOD-to-Linear OTT Channels</b></p> <p>Simply create linear OTT channels from scheduled Playlists</p> <p>Deliver a broadcast TV experience and monetize large VoD libraries</p>

## Technical Features

Feature	Trial	Basic	Professional	Enterprise
Ad-Insertion Live OTT (HLS, DASH)	✓	✓	✓	✓
Ad-Insertion VOD OTT (HLS, DASH)	✓	✓	✓	✓
OTT Channel VOD Manifest (HLS, DASH)	✓	✓	✓	✓
OTT Channel Live Manifest (HLS, DASH)	—	—	✓	✓
24-7 Monitoring	—	—	✓	✓
VAST Ad-Server/SSP Connector	— <sup>1</sup>	✓	✓	✓
Analytics Dashboard	✓	✓	✓	✓
Media Services for Ad-Creatives	✓	✓	✓	✓
API Access	✓	✓	✓	✓



# Pricing SERVERSIDE.AI

Oct | 2019

TRIAL	BASIC	PROFESSIONAL	ENTERPRISE
<b>0</b> EUR CPM <sup>1</sup>	<b>0.99</b> EUR CPM <sup>1</sup>	<b>0.69</b> EUR CPM <sup>1</sup>	<b>0.49</b> EUR CPM <sup>1</sup>
PURPOSE <b>Test it out</b>	PURPOSE <b>Market entry</b>	PURPOSE <b>Stable and growing business</b>	PURPOSE <b>Enterprise solution</b>
HOSTING <b>Shared cluster</b>	HOSTING <b>Shared cluster</b>	HOSTING <b>Managed dedicated cluster</b>	HOSTING <b>Dedicated cluster BYO Azure Subscription</b>
PERIOD <b>30 day Free-period</b>	PERIOD <b>Monthly recurring</b>	PERIOD <b>Yearly recurring</b>	PERIOD <b>2-Yearly recurring</b>
MONTHLY COMMITTED AD EVENTS <sup>2</sup> <b>Just test, we'll serve!</b>	MONTHLY COMMITTED AD EVENTS <sup>2</sup> <b>100.000</b>	MONTHLY COMMITTED AD EVENTS <sup>2</sup> <b>5.000.000</b>	MONTHLY COMMITTED AD EVENTS <sup>2</sup> <b>10.000.000</b>
SCALE SET <sup>3</sup> <b>up to 500</b>	SCALE SET <sup>3</sup> <b>up to 1000</b>	SCALE SET <sup>3</sup> <b>up to 500.000<sup>4</sup></b>	SCALE SET <sup>3</sup> <b>Scale set by customer</b>
MEDIA SERVICES AD CREATIVES <b>Limited Package included<sup>5</sup></b>	MEDIA SERVICES AD CREATIVES <b>based on usage and consumption</b>	MEDIA SERVICES AD CREATIVES <b>based on usage and consumption</b>	MEDIA SERVICES AD CREATIVES <b>based on usage and consumption</b>

## Media Services for Ad-Creatives

Service	Basic, Professional & Enterprise	
<b>Ad-Creative Transcoding, Packaging, Repository</b>	per output minute < 720p per output minute >= 720p	<b>0,05 EUR</b> <b>0,12 EUR</b>
<b>Ad-Creative Delivery, JiTP Origin, CDN</b>	per GB Egress Traffic, monthly aggregated	starting at <b>0,10 EUR</b> (depending on delivery zone)
<b>Ad-Creative Cloud Storage</b>	per GB, monthly stored aggregated	starting at <b>0,10 EUR</b> (depending on delivery type)

## Technical Features

Feature	Trial	Basic	Professional	Enterprise
Ad-Insertion Live OTT (HLS, DASH)	✓	✓	✓	✓
Ad-Insertion VOD OTT (HLS, DASH)	✓	✓	✓	✓
OTT Channel VOD Manifest (HLS, DASH)	✓	✓	✓	✓
OTT Channel Live Manifest (HLS, DASH)	—	—	✓	✓
24-7 Monitoring	—	—	✓	✓
VAST Ad-Server/SSP Connector	— <sup>6</sup>	✓	✓	✓
Analytics Dashboard	✓	✓	✓	✓
Media Services for Ad-Creatives	✓	✓	✓	✓
API Access	✓	✓	✓	✓

1 Technical CPM-Pricing for Ad-Insertion per VAST Inline Ad Event

2 Monthly Commitment Level of Ad Events Minimum fees apply!

3 max. concurrency of SSAI Sessions (Live OTT)

4 Scale Set of Managed Dedicated Cluster can be increased. Please contact us!

5 Only limited package for Trial included: Ad-Creative Transcoding, Packaging Repository: up to 30min lower than 720p or up to 10min in 720p or higher; Ad-Creative Delivery, JiTP Origin, CDN: up to 1GB Egress Traffic; Ad-Creative Cloud Storage: up to 1GB

6 pre-configured ad-campaigns for testing are provided by serverside.ai



Start your trial today  
on **SERVERSIDE.AI**